



Restaurant Brands International (RBI)

Subsidiaries: Burger King, Tim Hortons, Popeye's, Firehouse Subs
Locations: Canada (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

Restaurant Brands International (RBI) often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. RBI occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Restaurant Brands International received a score of 85 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). RBI integrates ESG into all of its business practices. The company states, "In 2022, executive compensation was tied to ESG metrics related to both diversity and responsible sourcing" (3). Restaurant Brands International has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

RBI's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not appear to discriminate against charitable organizations based on views or beliefs (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

RBI's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). RBI has implemented implicit bias training for its employees (3). RBI does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

In response to the Black Lives Matter movement, Restaurant Brands International's corporate office announced that it would be instituting diversity hiring quotas, including for people of certain ethnic identities (1). RBI is committed to net zero carbon emissions by 2050 (2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

RBI's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). In June 2021, Burger King announced in a tweet that it would be donating a portion of proceeds from chicken sandwich sales during LGBTQ Pride Month "even on Sundays" to the HRC, resulting in donations of \$250,000 (3). RBI insures that donations to its foundation will go to a wide variety of organizations, "including women, Black, Indigenous, people of color and those who identify as LGBTQ+" (4). Burger King is a Signature Partner of the Urban League of Broward County, Florida and a corporate partner of the National LGBT Chamber of Commerce (5)(6). Otherwise, there are no publicly known cases of RBI using corporate funds to advance ideological causes, organizations, or policies (7).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Restaurant Brands International does not operate a PAC at this time and has not lobbied for ideological purposes (1)(2)(3).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023